# Authentication Is Not Enough:
## Moving Beyond Username and Password

**Auth0**

**Welcome Eugene!**

🔒 SINGLE SIGN-ON ENABLED

eugene@schneider.com
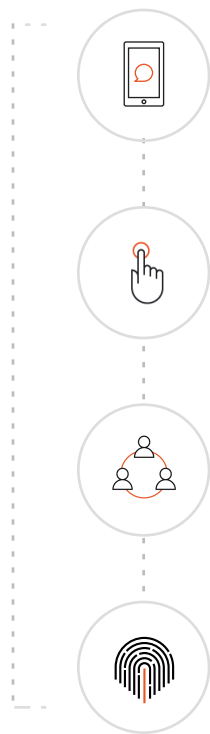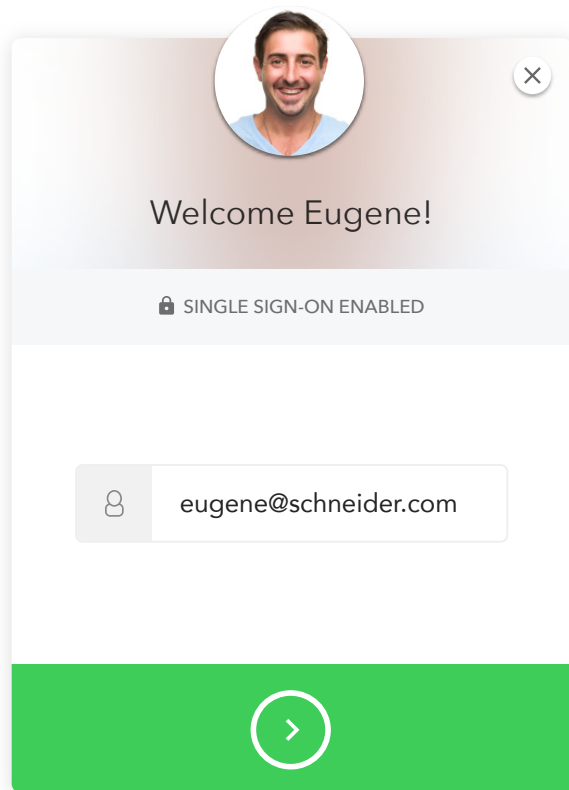
## Building modern authentication goes beyond usernames and passwords and provides a framework for managing identity.

Imagine you're a developer and have been tasked with adding authentication to your app. Easy, right? You add username and password auth and ship. When you go to market, your customers make it very clear that's not enough. Your enterprise clients need single sign on (SSO) for security and so they can retain control of their employees' access. Users ask for multifactor authentication to better secure their accounts. That's just the start. Instead of reinventing the wheel, learn how you can get modern authentication faster and from the start.

Enterprises and users alike are demanding greater control, security, and ease of use. Does your organization have the tools and know-how to keep up?

## Modern Authentication Means Choice and Doing More

Typing in a username and password to gain access to a web service may have worked in the past, but has significant drawbacks today.

### Security

Users tend to reuse the same credentials across multiple logins leaving them susceptible to hacks outside of your control.

### Administration

Managing access to web based services can be a logistical nightmare for services that don't have single sign on capability.

### User Experience

User experience: Having to manually enter another set of credentials can lead to disdain and lack of adoption for the service.

## Try Auth0 for free at Auth0.com

Or schedule a custom demo

Phone: +1 (888) 235-2699  -  +1 (425) 312-6521
Email:  Worldwide: sales@auth0.com  -  EMEA: emea@auth0.com
Twitter: @auth0

**AuthO**

Modern authentication is more than just usernames and passwords. Enterprise federation and single sign on (SSO) give enterprises one source of truth for managing user identity. Enterprise connections such as AD, LDAP, ADFS, Ping, Google Apps, and more are essential. Social connections allow a user to validate their identity through a third party such as LinkedIn, Facebook, Twitter, and so on. Let's compare legacy to modern authentication with Auth0:

## Beyond the Login Screen

Modern authentication is more than just verifying a set of credentials. Security and peace of mind are essential for both enterprises and users. Multifactor authentication plays an essential part in ensuring that the person attempting to login is who they say they are but many services are lacking this crucial feature. If username and password authentication is a requirement for your organization, Auth0 has the tools to make it secure.

In addition to a best-in-breed multifactor authentication solution, Auth0 additionally provides anomaly detection as well as breached password detection available with the flip of a switch. Anomaly detection prevents malicious attackers from executing brute force attacks and scans for other anomalies such as location of login. Breached password detection checks the user's credentials against known leaked credentials and notifies the user if a match is found.

## Do Better with Auth0

Authentication is no longer just about usernames and passwords, it's about providing a secure identity for users and the tools to manage that identity for admins. Auth0 helps you implement modern authentication better and faster. We make identity simple and frictionless, so your developers can work on features unique to your business. Our feature-set is constantly growing, allowing administrators greater control, security, and extensibility to meet any use-case head on. Implementing modern and trusted industry standards in all of our products is the standard we strive for.

## Legacy Authentication

AUTHENTICATED WITH

- Username & Password

SECURED BY

- Custom Two Factor Authentication (2FA)

BUILT BY

- In-house or contracted developers
- Spend development cycles re-inventing the wheel to meet modern authentication needs

BACKED BY

- In-house or contracted developers, reliance on custom systems that may or may not be compliant

## Modern Authentication

AUTHENTICATED WITH

- Username and Password
- Enterprise Federation and SSO
- Social Connections
- Passwordless Authentication

SECURED BY

- Multifactor Authentication (MFA) supporting SMS and Push Notifications with the Guardian app and other providers
- Anomaly Detection

BUILT BY

- Ready made solution by developers specializing in authentication and security
- Ready to configure SDKs for most tech stacks

BACKED BY

- Modern and trusted industry standards
- Compliance with HIPAA and SOC2